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PATENT APPLICATION
10/681448

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Knott *et al.*
Serial No.: 10/681448
Date Filed: October 8, 2003
Confirmation No.: 9392
Group Art Unit: 3622
Office: Carlson, Jeffrey D.
Title: *System and Method for Automated Customized Content Delivery for Web Sites*

MAIL STOP AF
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

I, the undersigned declarant, Joseph P. Lally, hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on the date indicated.

/joseph p lally/
Declarant

11/15/10
Date

Dear Sir:

RESPONSE TO FINAL OFFICE ACTION UNDER 37 CFR 1.114

In response to the Final Office Action mailed July 14, 2010 (the "Office Action "), Applicants respectfully submit the amendments set forth below and request favorable action thereon. Pursuant to 37 CFR 1.114, a Request for Continued Examination is submitted herewith.

Amendments to Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.